

Message Text

UNCLASSIFIED

PAGE 01 VANCOU 00299 012304Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----021015Z 019186 /17

R 012200Z APR 77
FM AMCONSUL VANCOUVER
TO USDOC WASHDC
INFO SECSTATE WASHDC 3403
AMEMBASSY OTTAWA

UNCLAS VANCOUVER 0299

E.O. 11652: N/A

TAGS: BEXP, ETRD, CA

SUBJECT: CHANGES IN BRITISH COLUMBIA WINE RETAILING POLICIES

1. CONSUMER AND CORPORATE AFFAIRS MINISTER RAFE MAIR RECENTLY ANNOUNCED SUBSTANTIAL CHANGES IN THE RETAILING AND IMPORTING POLICIES OF THE LIQUOR DISTRIBUTION BRANCH WHICH CONTROLS ALL RETAIL LIQUOR SALES IN THE PROVINCE OUTSIDE HOTELS, RESTAURANTS, BARS, ETC. THESE CHANGES SHOULD HAVE THE OVERALL EFFECT OF LOWERING PRICES ON FOREIGN WINES AND THUS RESULT IN SOME INCREASE IN SALES. THE ANNOUNCED PURPOSE OF THESE CHANGES IS TO "ENCOURAGE THE CONSUMPTION OF WINE, BOTH IMPORTED AND DOMESTIC".

2. THE MOST IMPORTANT CHANGES FROM THE STANDPOINT OF U.S. WINES ARE:

(A) A DECREASE IN THE MARKUP ON FOREIGN WINES FROM 117 PERCENT TO 100 PERCENT. (DOMESTIC WINES MARKUP WAS DECREASED FROM 66 PERCENT TO 46 PERCENT, SO THE PRICE SPREAD BETWEEN FOREIGN AND DOMESTIC IS INCREASED.)

(B) NO NEW FOREIGN WINES UNDER DOLS 2.75/LITRE WILL BE LISTED. THIS MAKES FORMAL (WITH A SMALL ADJUSTMENT) A PREVIOUS INFORMAL POLICY OF NO LISTINGS BELOW DOLS 3.00/LITRE.

(C) PRIVATE ORDERS OF WINES HAVE BEEN RESTRICTED TO A MINIMUM PRICE OF DOLS 2.75/LITRE AND AN ADVANCE DEPOSIT OF UNCLASSIFIED

UNCLASSIFIED

PAGE 02 VANCOU 00299 012304Z

HALF THE ORDER VALUE. MANY U.S. WINES WERE PREVIOUSLY IMPORTED UNDER THE LESS STRINGENT PAST RULES. THIS TIGHTENING MAY HURT THOSE SALES.

3. SALES GROWTH OF FOREIGN WINES HAS BEEN MUCH GREATER THAN FOR DOMESTIC WINES. DOMESTIC WINE SALES INCREASED 10 PERCENT, WHILE FOREIGN REDS INCREASED 14 PERCENT AND FOREIGN WHITES

46 PERCENT. WE EXPECT A FAIRLY LARGE LISTING OF NEW FOREIGN
WHITES LATER IN THE YEAR AS A RESULT.
LUPPI

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: LAW, AMENDMENTS, ALCOHOLIC BEVERAGES, TRADE CONTROLS
Control Number: n/a
Copy: SINGLE
Sent Date: 01-Apr-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977VANCOU00299
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770114-0395
Format: TEL
From: VANCOUVER
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1977/newtext/t19770496/aaaadfzs.tel
Line Count: 65
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: d58d8bab-c288-dd11-92da-001cc4696bcc
Office: ACTION EUR
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 12-Jan-2005 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 2922077
Secure: OPEN
Status: NATIVE
Subject: CHANGES IN BRITISH COLUMBIA WINE RETAILING POLICIES
TAGS: BEXP, ETRD, CA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/d58d8bab-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009